

**Abstract of the Invention**

Systems and methods for generating slide presentations enable a user (e.g., a sales professional) to generate presentations tailored to a specific presentation target (e.g., a potential customer) with the click of a button. An exemplary method includes: collecting information relating to a number of presentation targets; creating a number of presentation definition templates, each presentation definition template including a number of slide descriptions, certain of the slide descriptions including information placeholders; and generating a slide presentation for the particular presentation target in accordance with the slide descriptions of a selected one of the presentation definition templates, wherein collected information relating to the particular presentation target is substituted for the information place holders in the slide descriptions of the selected one of the presentation definition templates.